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# RURAL AREAS DEVELOPMENT

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## FACTORY BUILT WITH MORTAR, WOOD, STEEL--AND HEART

*We must show the world what a free economy can do . . . to put unused capacity to work, spur new productivity and foster higher economic growth.*

*President Kennedy.*

It took more than mortar, wood, and steel beams to build the L-Gam Garment factory in Monroe County, Ohio. It also required dogged determination and a never-say-die attitude by local people to bring the project to reality.

The story begins in the fall of 1961 when L-Gam representatives called on the Monroe County Resource Development Committee. They were looking for a community that would provide them with a factory building and help train local people to work in the plant.

With the help of the Extension Service, the Development Committee prepared a rural development plan and submitted applications for a building loan and for training funds. The applications were not approved. Some people might have quit right there. But not the folks in Monroe County. A Monroe Industrial Development Corporation was formed. Members raised \$17,600 to finance the training program.

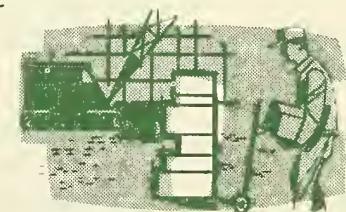
That took care of one problem. But it still left a big hurdle--that of finding a building to house the factory. There was only one existing building that had the needed space and facilities--the recently constructed 4-H Club Center at the county fairgrounds.

Would the 4-H'ers let the manufacturer use their building? Officials of the Development Corporation met with members of the 4-H Council. They explained what the added jobs and income would mean to the community.

The Council's answer?

"Yes, they may use the building."

Following this success the Council was able to borrow \$5,000 from a local source to complete the restrooms, a heating system, and to finish the interior of the building. The Fair Board helped get gas and water lines extended to the plant. When everything was ready, the workers moved in, and production began with 72 employees.



The Development Corporation stayed on the job, trying to help the manufacturer obtain a permanent building of his own.

Again an attempt was made to obtain financing from outside the county. Again came the word--"Disapproved."

But the people of Monroe County refused to take "no" for an answer. They turned to local sources.

A Monroe County automobile dealer donated the site, and a local contractor agreed to build the plant, with two local banks and the factory owners providing the necessary funds. The village of Woodsfield extended the necessary utility lines.

When the building was completed a few months ago, more workers were hired, pushing employment to about 200.

Determination and heart had paid off.

#### SMALL INVESTMENT--BIG DIVIDEND

□ A cooperative hunting project that cost \$107.50 to operate returned an estimated \$300,000 to the people of Custer County, Nebraska last year.

It brought more than 3,000 hunters from 28 States to Custer County for the three-month pheasant season, and when the gunsmoke had cleared away, it was found that each hunter spent about \$100 during his stay.



Known as the "Custer Gameland" project, the cooperative hunting venture is sponsored by the local RAD Committee and Extension's Home Demonstration clubs. They printed a brochure which was mailed to hunters.

The County Extension Service served as coordinating center for the 12 community committees who handle contacts between the hunters and farmers who want to board hunters for \$10 a day (including hunting rights) or provide them with hunting access for \$1 a day.

Quite a few farmers reported taking in \$100 a weekend, and some cleared as much as \$400 for the season.

Farmers were not the only ones who benefitted. Hotels and motels were "swamped" with customers. One restaurant owner paid his cook \$50 for heavy work two weekends, and a service station had to put on extra help.

There were other benefits, too. Local people learned that by getting together to promote their resources, they could make more money than they could by going it alone. A newly-organized RAD Committee in another Nebraska county decided to investigate the possibility of developing a similar program. And it helped hunters and farmers alike better understand each other's viewpoints. It was, in many ways, a three-month "Farm and City Week."

## COMMUNITIES SOLVING WATER WOES WITH FHA FINANCING

From Fallston, North Carolina, to Somerville, Texas, and from Esto, Florida, to Ryder, North Dakota, rural communities are solving their water problems with the help of Farmers Home Administration financing.

For many areas, a water system is the key that unlocks the door to industrial development and the building of new homes. Like in New Market, Tennessee, where a water system was completed 14 months ago. A zinc processing plant moved in and already is expanding, a new machine shop and a new restaurant have opened up, and an existing subdivision has expanded and two new subdivisions have been opened.



Or, just the opposite, lack of water can block expansion, as one Mayor told ARA: "I have had many individuals and large corporations contact me as Mayor concerning the possibility of having heavy and medium industry move into the area; however, until we get more water and a sewer, they won't even budge. At the present time, I have several real 'hot' projects awaiting the outcome of our sewer and water project."

For all areas, a water system can mean a better way of life--an end to carrying water by the bucketsful and worrying whether the water is safe for the children to drink.

That's the way it is in a small Texas community where 37 families lived two miles beyond the water mains of the town of Somerville.

For many years, the families had to make do with cisterns. When the rains stopped--as they sometimes do in central Texas--the cisterns went dry. Then, water had to be hauled in from Somerville.

In dry periods, mothers had to skimp on water for washing, forget about house cleaning, and even ration baths. Fire was a constant threat.

The people of the community tried unsuccessfully to get the Somerville water mains extended. One year, the railroad for which many of the men worked offered to donate enough pipe to connect the community with the Somerville water system.

Plans were prepared and cost estimates made, but the project fell through. The engineering and construction costs were more than the town of Somerville could afford, even with the free pipe.

Some families began to talk of selling out at a loss, and moving away.

Then, late in 1961, one of the women in the community went to see a lawyer and he told her to check with the Department of Agriculture about possible FHA financial help.

Within weeks, a rural water association was formed in the community. Each family bought a \$35 share of stock in the association.

By June of 1962, \$1,260 had been raised locally and FHA guaranteed a \$24,000 loan, which was made through a local bank.

Last December, the water was turned on. The community's water woes were washed away, and water hydrants eased the fire threat.

Three other Burleson County communities quickly formed non-profit water corporations of their own, and each is to have running water this month. Nine other communities in Burleson and adjoining Milam counties have followed suit, and are organizing water associations.

#### LOCAL RAD COMMITTEES PUSHING PROJECTS THROUGH TO COMPLETION

■ Secretary of Agriculture Orville L. Freeman reports local people had completed 1,704 RAD projects in 44 States as of August 1--more than double the number of completed projects reported six months earlier.

Secretary Freeman said the report indicates "real progress--new industries, new businesses, better community services, and the development and multiple use of land, water, and other natural resources."



Other highlights of the report include:

...Two-thirds of the Nation's 3,072 counties now have active RAD Committees that are at work on county or area economic problems.

...Half the Committees have prepared community or area development plans.

...More than 66,000 local people are serving on these Committees.

#### BASIC RAD PAMPHLET REVISED

■ RAD's basic pamphlet--"Revitalizing America Today - PA-497"--has been revised and brought up to date, reflecting RAD's shift from the planning to all-out action phase.

If you would like a copy of this important and informative pamphlet, please write: Joseph T. McDavid, Editor, Rural Areas Development Newsletter, Office of Information, U. S. Department of Agriculture, Washington, D. C. 20250.

#### SECRETARY FREEMAN DEFINES RAD

■ "This is the Rural Areas Development Program. All the resources and agencies of the Department are contributing to this effort. It emphasizes the use, not idling, of land; the development of communities, not their stagnation and decline. Its aim is a rural renaissance through a host of new opportunities in rural areas...ranging from on-farm recreation for pay to new industry...from improved housing to modern community water systems...from new ways to utilize what the land produces to more adequate supplies of water needed for industrial development. RAD seeks, in effect, to help the rural community compete not only for a fair share of our growing economy, but also for the affection of its own sons and daughters." --Orville L. Freeman, Secretary of Agriculture.